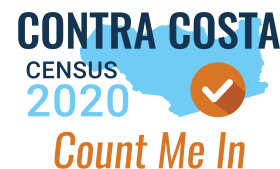




# Census 2020 Wrap-Up

Achieving a Complete  
and Accurate Count



# **CENSUS 2020 GOAL**

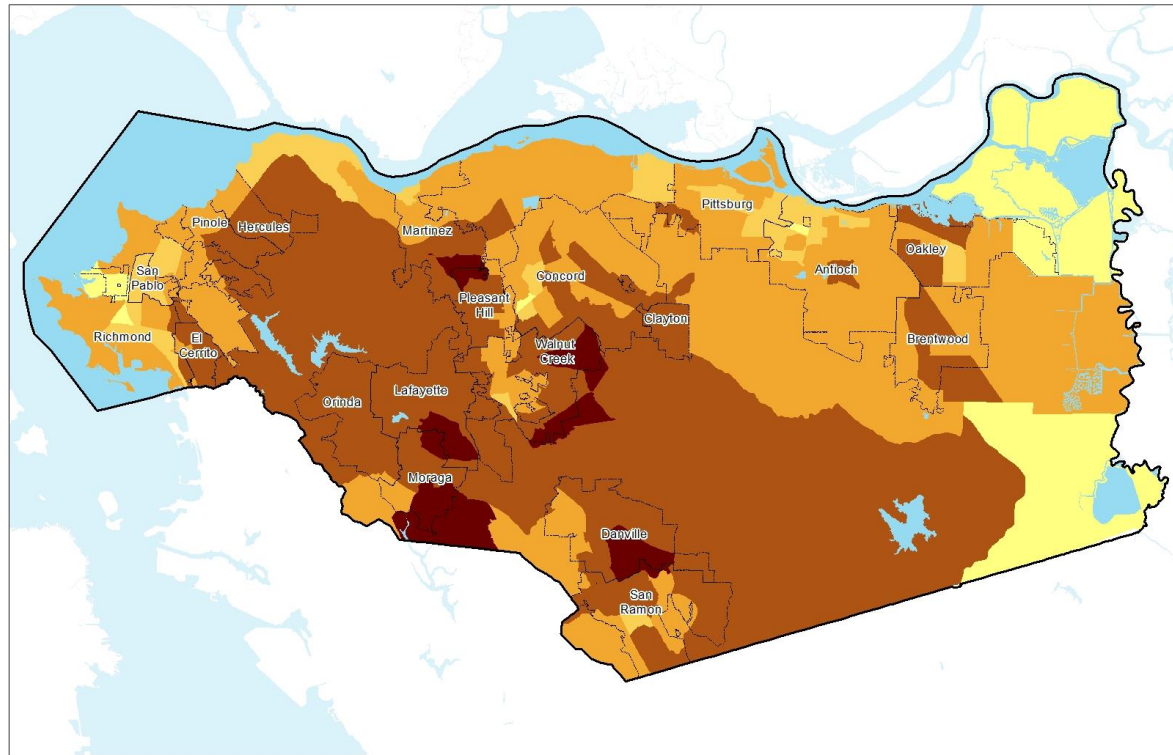
Ensure that everyone is  
counted once, only once, and  
in the right place.

# Contra Costa County Census 2020 Goals

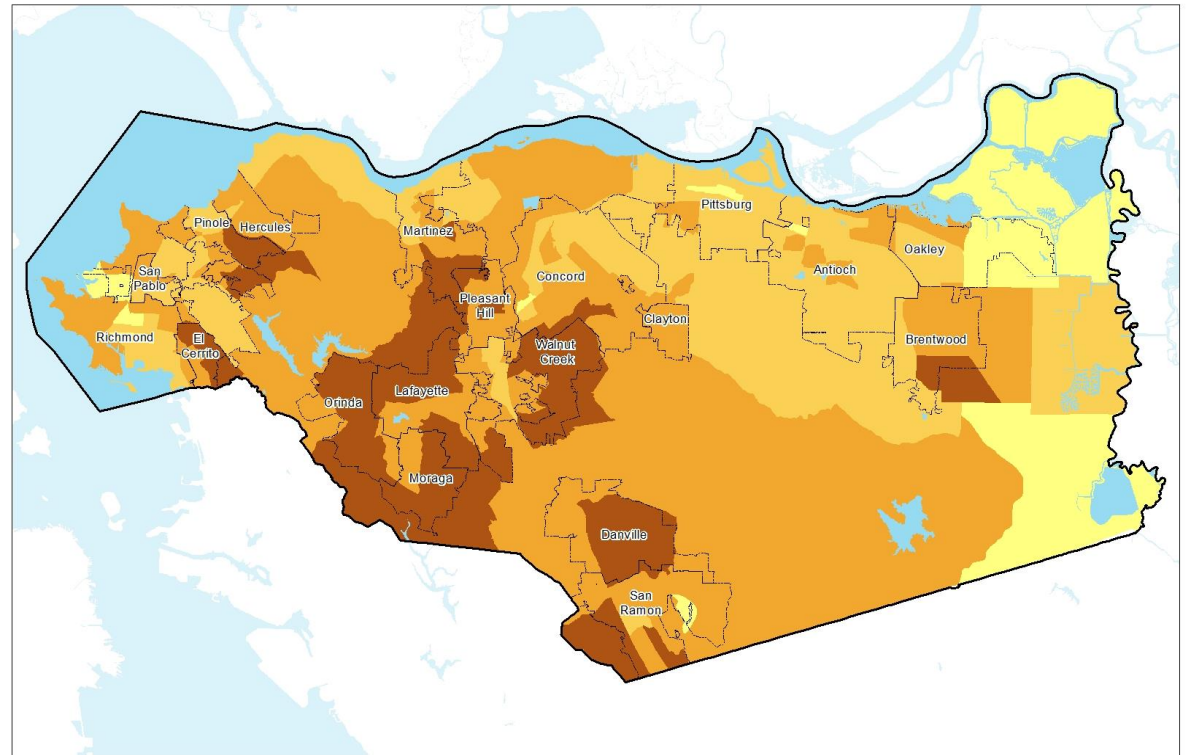
Exceed	Meet or exceed the 2010 Self Response Rate
Increase	Increase participation in hard-to-count communities
Collaborate	Collaborate with the U.S. Census Bureau, State, regional groups, the Regional CBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message
Build Capacity	Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts

# Goal: Meet or Exceed the 2010 Self-Response Rate

**2020: 77.4%**



**2010: 72.1%**

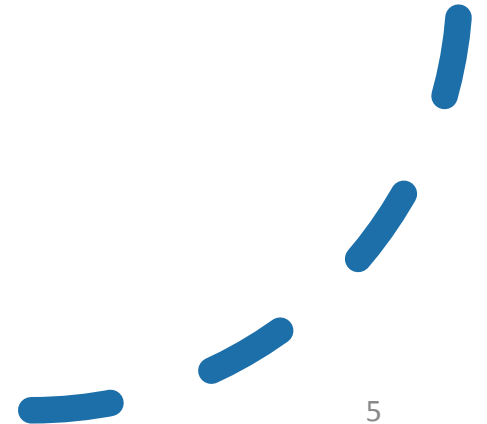


**Goal: Meet  
or Exceed  
the 2010  
Self-  
Response  
Rate**

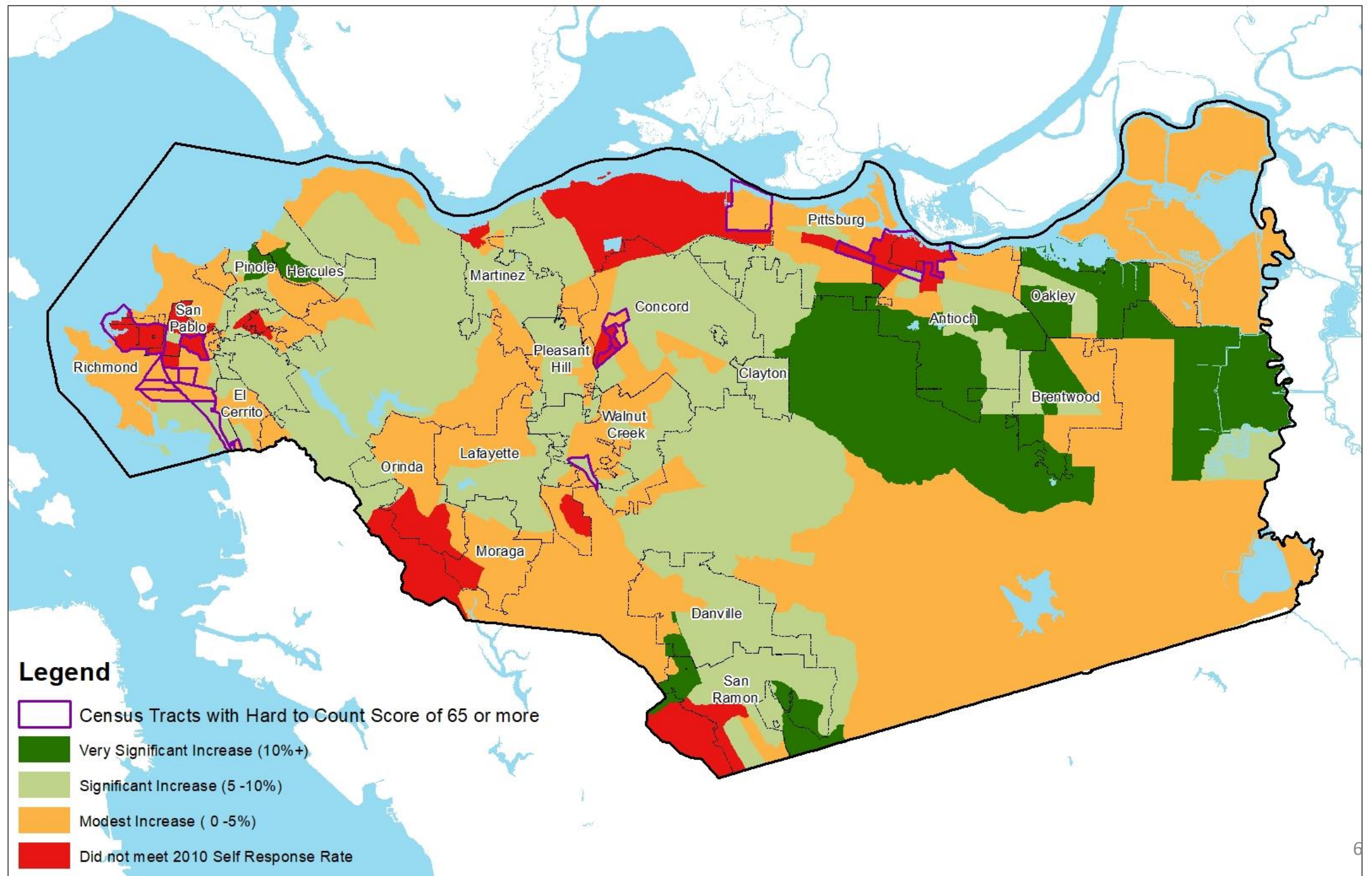
**Nearly all Contra Costa County cities  
and unincorporated communities surpassed their  
2010 Self-Response Rates.**

**Those that did not, were within 1% of meeting  
the 2010 Self-Response Rates.**

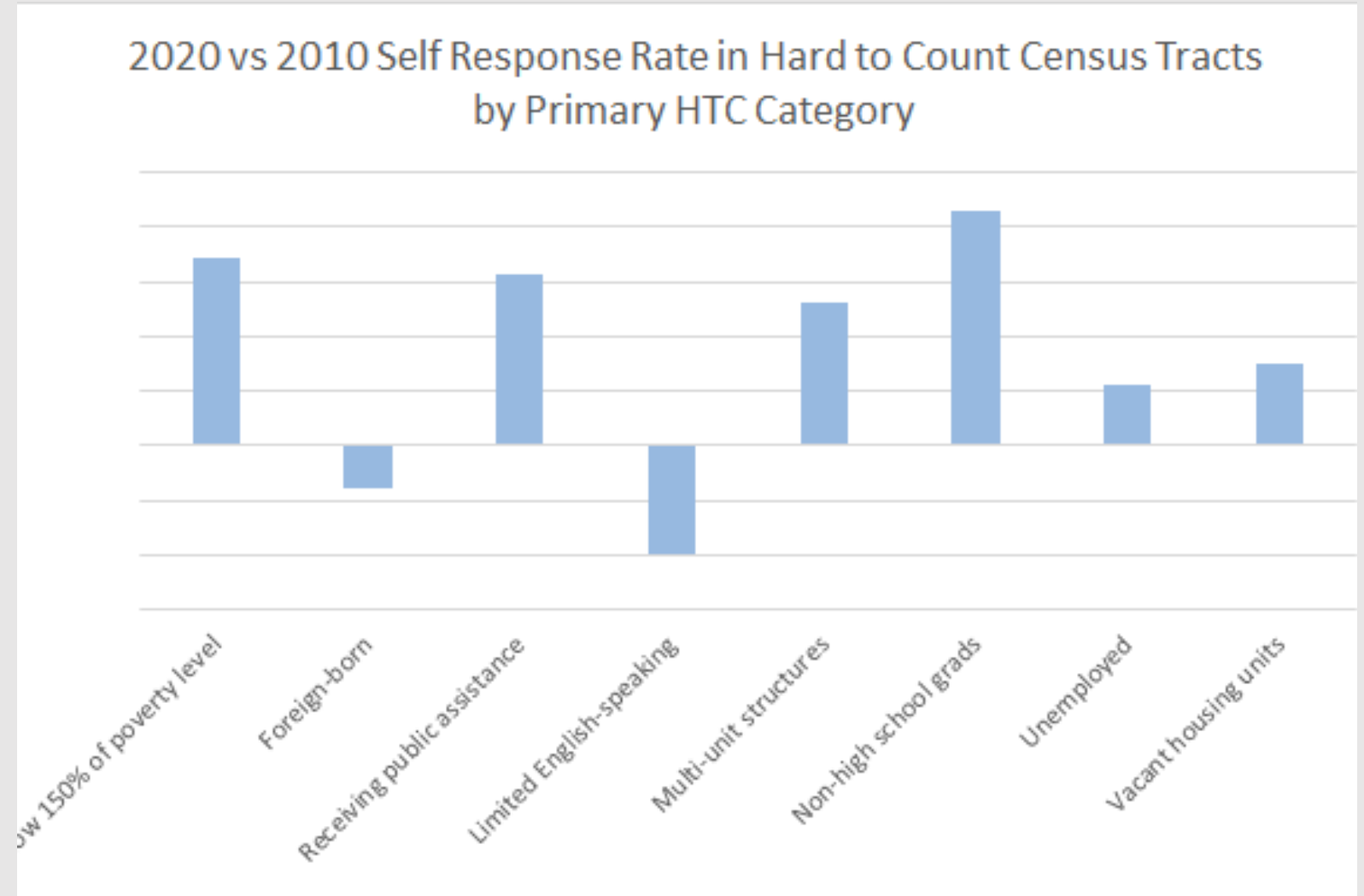
**All during a pandemic.**



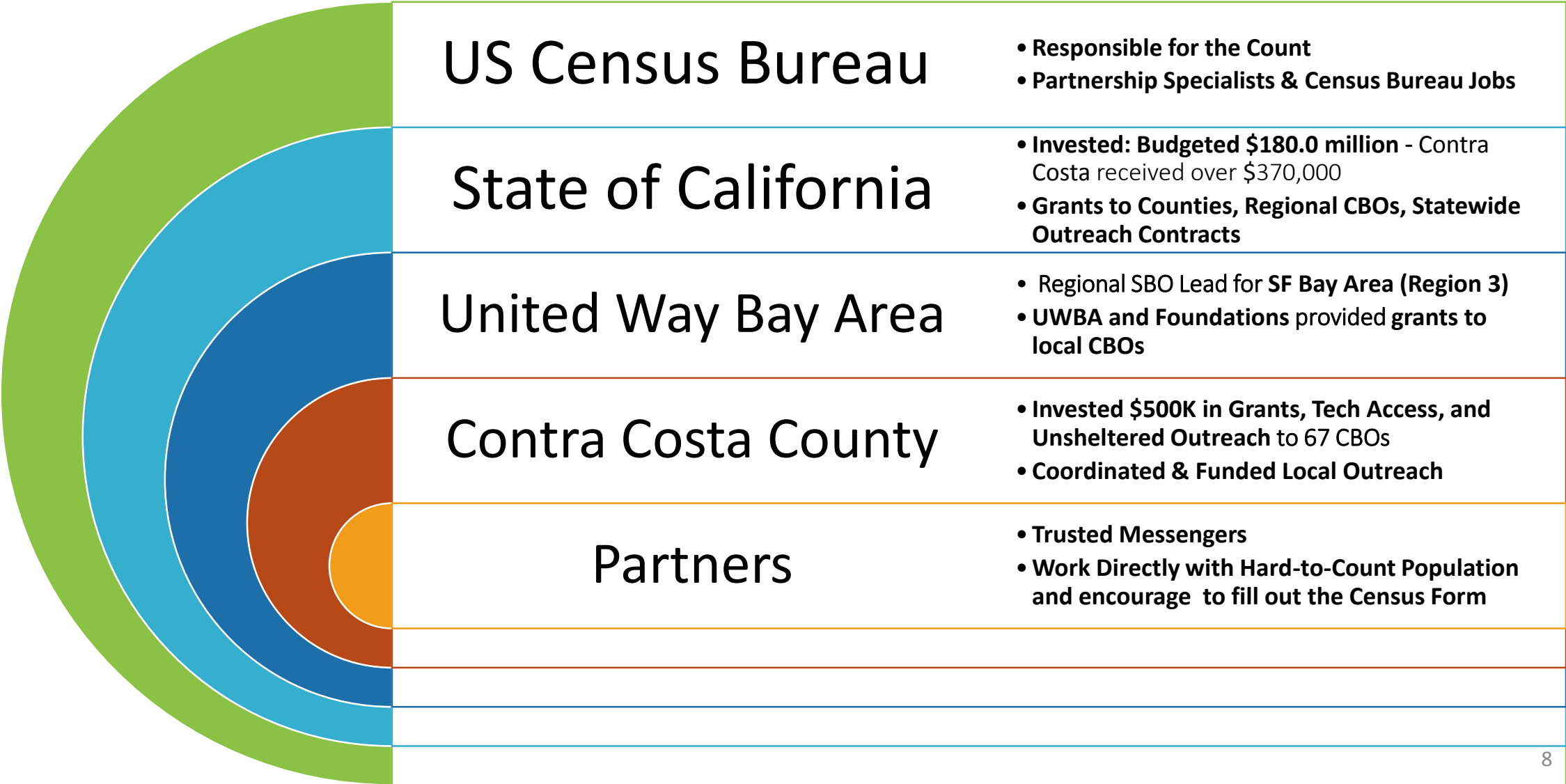




Goal:  
Increase  
Participation  
in Hard to  
Count  
Communities



# Goal: Collaborate with Partners





# **Goal: Collaborate with Partners**

---

**Consistent Reporting structure for funds between  
County, Region, and State**

---

**State developed robust GIS tool to inform  
outreach**

---

**Weekly coordination calls**

---

**Excellent leadership from United Way Bay Area  
and our State Program Manager, David Tucker**

---

**Shared resources and coordination for phone  
banking, canvassing, digital media, and others**

---

**Strong local support from dedicated Census  
Partnership staff**

---

# Goal: Build Capacity and Strengthen Community-Based Organization

- Funded 67 Community Based Organizations (CBOs) throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.
- Census Outreach provided a foundation for other County outreach efforts such as COVID-19 and Voter outreach.

# Strategy and Activities

## **OUTREACH STRATEGY**

- Messaging Partners (social media, newsletter, etc.)
- Questionnaire Assistance Centers or Questionnaire Action Kiosks.
- Census Speakers Bureau
- Grant funding to CBOs for outreach efforts
- Adopt-a-Block (Canvassing)
- Census Ambassadors
- Media buys

## **COVID PIVOT**

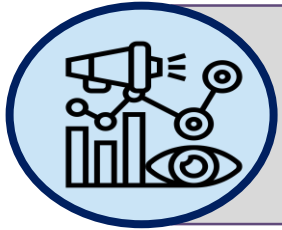
- Census Caravans
- Food Distribution
- Increased Phone Banking
- Increased Digital Ads
- Increased Social Media

# Planned Activity: Messaging Partners

## COVID: Critical Outreach pivot method

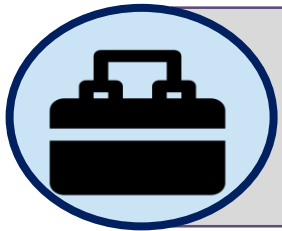


Over **400 Social Media Posts, Webinars, and emails**

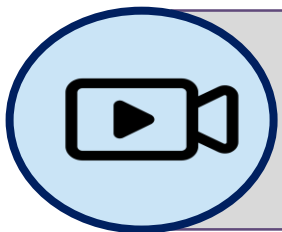


More than **337,000 Impressions.**

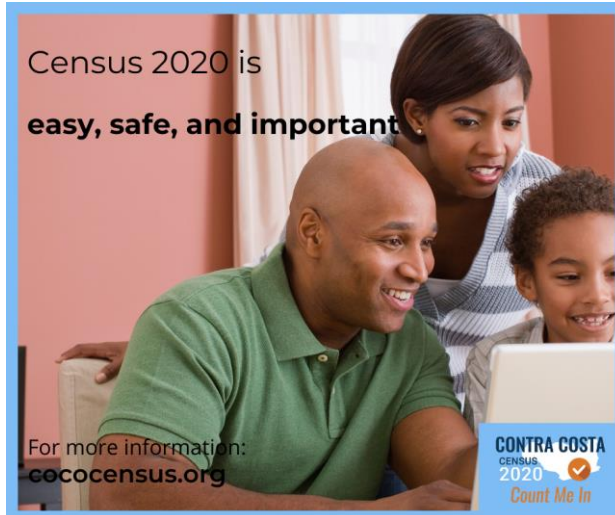
Estimated **37,000 Non-English Impressions**



Developed **Social Media and Newsletter Toolkits** for Partners



CCTV provided **FREE Video production** for grantees



"Census data  
has the **strongest**  
protections in law  
period."

- Terry Ao Minnis (AAJC)

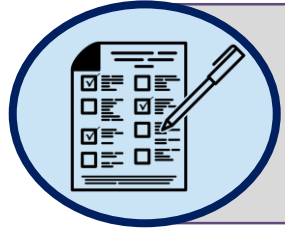
CONTRA COSTA  
CENSUS  
2020  
cococensus.org





# Planned Activity: Questionnaire Assistance

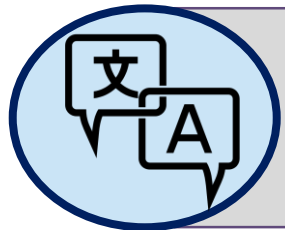
## COVID: Highly Impacted – QACs could not open



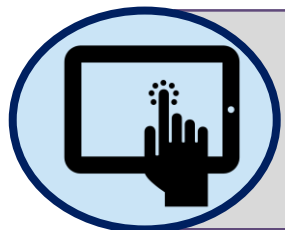
Over **35 Form Filling Assistance Activities**



More than **300 Households Served**



Estimated **50% of Assistance in Non-English Languages**



Partnered with UWBA to **Provide "QAC in a Box,"** including  
**loaning devices to Partners**

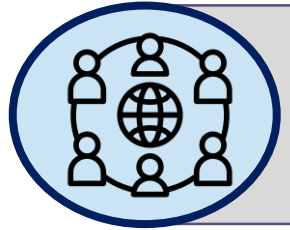


# Planned Activity: Adopt-a-Block (canvassing)

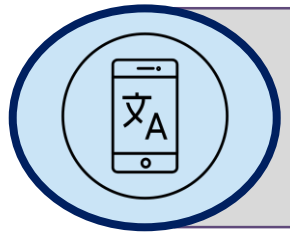
## COVID: Highly Impacted – Phone Banking



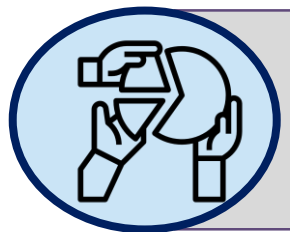
About **100** Canvassing and Phone Banking Events



Over **23,000** impressions



Over **7,400** Non-English Impressions



**Collaborated with State and UWBA** to reduce duplication

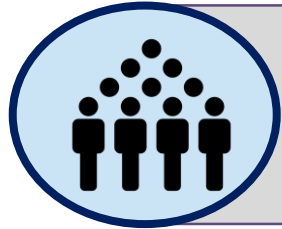


# Planned Activity: Speaker Bureau / CBO Events

**COVID: Impacted - food distribution, caravans, and others**



**230 Events, Speaking Engagement, Tabling, and Other Outreach Activities**



**Over 69,000 impressions**



**Over 7,000 Non-English Impressions**



**County provided over 25,000 flyers and swag distributed**



**RESPONDA AL CENSO HOY...**

**EVITE QUE ALGUIEN TOQUE LA PUERTA MAÑANA**

Visite: [my2020census.gov](https://my2020census.gov)

Llame: 844-468-2020

### El censo es fácil, seguro, confidencial, y importante

- La población latina es el segundo grupo étnico más grande de los Estados Unidos.
- Contra Costa se compromete a promover un censo justo y preciso que cuente a todas las personas residentes. Para que nuestras voces sean escuchadas, TODAS LAS PERSONAS DEBEMOS SER CONTADAS EN EL CENSO 2020. Completar el censo es su oportunidad de marcar la diferencia para usted, su familia y su comunidad.
- Un censo de latinx podría significar una pérdida de MIL MILLONES de dólares en educación, atención médica, transporte y otros programas para nuestras comunidades.
- Complete el censo hoy, para asegurarse de que nuestra comunidad sea contada y atendida.

**¡Cuéntense!** Es su oportunidad de hacer la diferencia para que se escuche su voz y ayudar a nuestras comunidades a prosperar durante la próxima década y más allá.



The colors on this page are RGB simulations of Pantone Colors. Actual colors may vary.



# Planned Activity: Media Buys/Digital Ads/Transit/Etc.

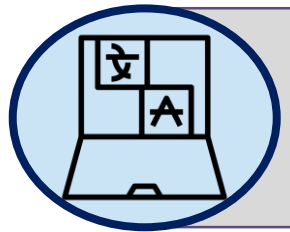
COVID: Slightly impacted



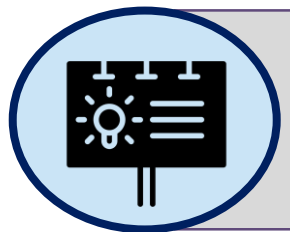
Over **80** advertising events and media buys



Over **860,000** impressions



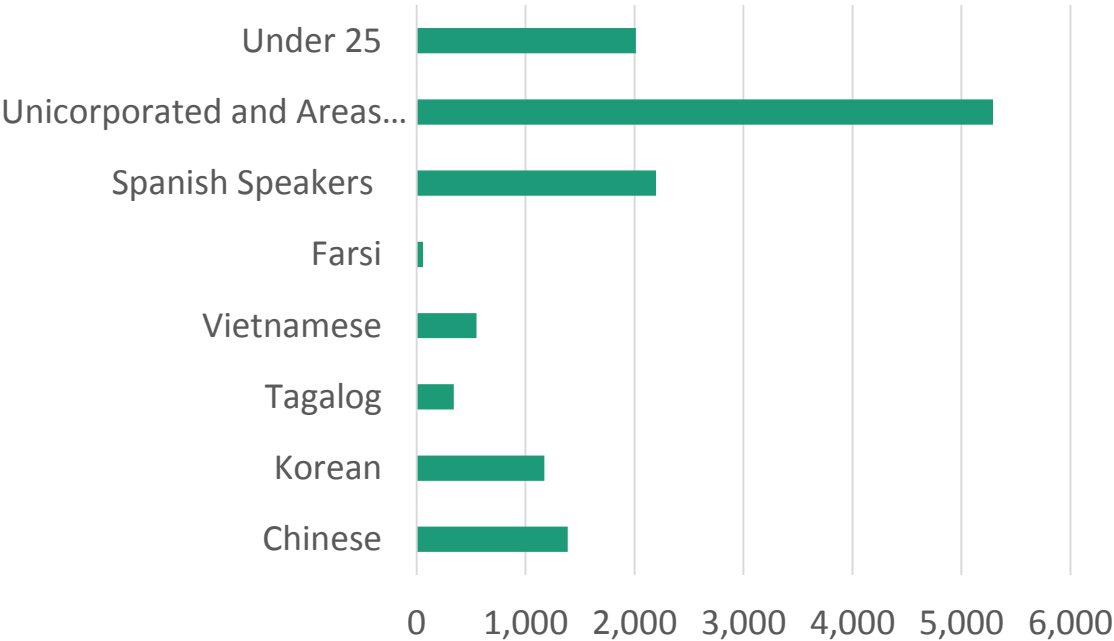
Over **65,000** non-English impressions



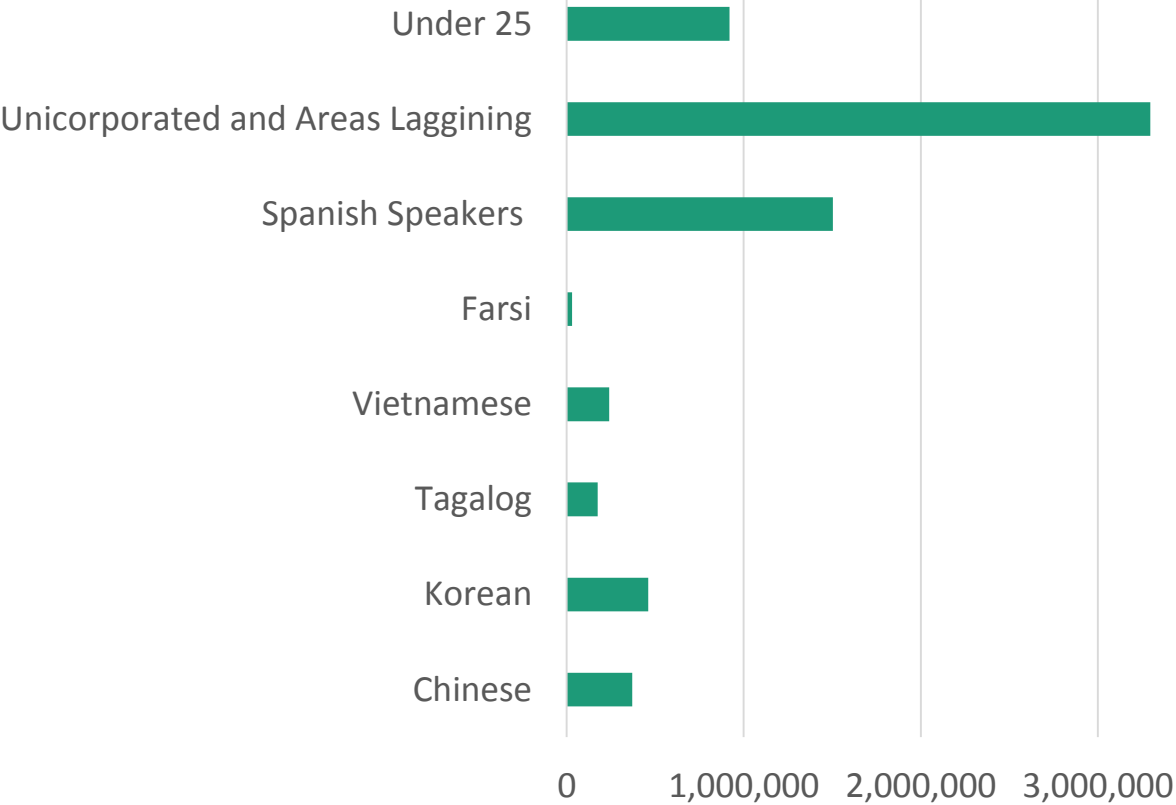
County **invested funds in digital ads, transit ads, and sinage**

# Digital Ads Analytics

## Clicks by Campaign



## Impressions by Campaign



در سرشماری 2020 شمرده شوید  
وقتی شما پاسخ می‌دهید، همه نفع می‌برند

CONTRA COSTA  
CENSUS  
2020  
Count Me In

پاسخ شما مهم است

تحت شمارش قرار گیرید

Hágase **Contar** en el **Censo 2020**.

Responda confidencialmente



en línea



por teléfono



por correo  
postal

CONTRA COSTA  
CENSUS  
2020  
Count Me In

Sea Contado

## Be **Counted** in the 2020 **Census**

When you respond, you  
ensure funding for your:



Community



Roads



Education



Healthcare



Social services



Housing

CONTRA COSTA  
CENSUS  
2020  
Count Me In

Everyone Counts

Get Counted



# Challenges

- **COVID-19**
  - Derailed in-person/peer-to-peer outreach strategy and Questionnaire Assistance.
  - Led to high attrition of Census Enumerators who were ill prepared.
- **Distrust of Government**, particularly with immigrants.
- **Lack of coordination** with USCB, particularly with Service Based Enumeration.
- Difficulty reaching **multi-family/multi-unit residences**.
- Changing **enumeration deadlines**.
- **Staff time** and competing priorities.
- Not having existing relationships with language-based communities throughout County.

# Accomplishments

Increased	Increased self-response rate more than five points than 2010.
Third highest	Third highest self-response rate of all CA counties.
Second highest city	Second highest city self-response rate in state in Contra Costa County (Clayton)
Developed	Developed strong relationships with 67 organizations throughout the county.
Increased	Increased participation of Hard-to-count populations.
Strengthened	Strengthened regional relationships with other Bay Area counties and the state government.



# Recommendations for 2030

- Continue to **build trust and maintain relationships** with Hard to County Communities and CBOs in the County – starting now and not in 10 years.
- Continue to **provide County information in multiple languages** and develop relationships with community partners to assist in non-English language outreach
- **Start planning** process in April 2028
- Ensure Census Outreach Team is **adequately staffed**
- Have **collateral and swag** designed and ordered by December 2029
- Dedicate staff, space, and vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign
- **Collaboration takes time** – allocate sufficient time for meetings with Federal, State, and Regional coordination
- **Be ready to pivot** – in 2010 the foreclosure crisis impacted outreach and 2020 had a pandemic – any 2030 bets?

THANK YOU

CONTRA COSTA

CENSUS

2020



*Count Me In*